Business Begins in Bromsgrove

(1) Harness the local entrepreneurial spirit and support business start-ups and existing business growth

(2) Encourage new inward investment / SME growth through development of the key employment sites

(3) Create a more vibrant Bromsgrove Town Centre by enhancing the current retail and leisure offer

(4) Improve connectivity within Bromsgrove (Digital and Transport)

(5) Invest in our local workforce by supporting training and apprenticeships

North Worcestershire edR

Priority 1: Harness the local entrepreneurial spirit and support business start-ups and existing business growth

1.1 Support and mentoring for new entrepreneurs

Deliverable: Introduce schemes to provide mentoring and coaching assistance for potential new start ups

Deliverable: Consider introducing a package of rate relief/grant support to help new businesses

1.2 Define what 'Business begins in Bromsgrove' means

Deliverable: Build the BBiB proposition and ensure that businesses understand it

1.3 Promote available forms of finance to local SMEs to encourage business growth/ expansion

Deliverable: Organise events to promote available grants and access to finance schemes

1.4 Facilitate networks of SMEs in the area to promote education, support, advice and peer learning opportunities

Deliverable: Map existing networks and identify any gaps; identify whether there is a need to set up new networks

1.5 Develop further incubation/ business start up workspace

Deliverable: Identify potential sites, funding and delivery partners

Measures:

- Number of new business start-ups
- Number of business births surviving more then 24 and 36 months
- Number of businesses accessing business support – advice and grants
- Number of SMEs accessing rate relief schemes
- Number of businesses participating in network groups and accessing peer learning opportunities

Priority 2: Encourage new inward investment & SME growth through development of key employment sites

2.1 Work with developers to ensure high quality development on sites

Deliverable: Work pro-actively to promote Bromsgrove Enterprise Park

Deliverable: Targeted promotion of key employment sites through Invest in North Worcestershire website

2.2 Identify 'business ambassadors' to help promote Bromsgrove as a place to invest

Deliverable: Identify Business Ambassadors and fully define their remit

2.3 Incentivisation packages to encourage new investment and business growth

Deliverable: Where appropriate, consider business rate relief to incentivise SME growth

Deliverable: Ensure new grant programmes include relocation / expansion support

2.4 'Handhold' prospective inward investors / expanding SMEs

Deliverable: NWEDR to provide single point of contact

2.5 Streamlined planning support

Deliverable: Prioritise commercial applications; embed a 'development team approach'

Measures:

- Number of enquiries for commercial property and land by type and location
- Number of planning applications received for commercial sites and premises
- Proportion of Bromsgrove Enterprise Park developed and occupied
- Number of businesses accessing relocation grants / funding to support relocation
- Number of new jobs created through inward investments and/or companies relocating to Bromsgrove

Priority 3: Create a more vibrant Bromsgrove Town Centre by enhancing the current retail and leisure offer

3.1 Town centre management

Deliverable: Ensure Bromsgrove has a vibrant outdoor market

Deliverable: Introduce a TCM to take on overall 'stewardship' role for the town centre

3.2 Events programme

Deliverable: Develop and manage an events programme utilising the new events space

3.3 Town centre small business workspace

Deliverable: Identify potential funding routes and delivery partners

Deliverable: Identify potential sites and properties within the town centre footprint

3.4 Town Centre Physical regeneration

Deliverable: Continue the town centre regeneration programme focusing on key opportunity sites

3.5 Introduce incentive packages

Deliverable: Consider introducing rate relief schemes aimed at specific areas of the town centre to stimulate business growth

Measures:

- Footfall within Bromsgrove Town centre retail area
- Number of empty properties within Bromsgrove Town centre
- Total amount of commercial floorspace created within the Town centre footprint
- Number of town centre businesses accessing rate relief and/or grant scheme
- Economic impact of events held in the Town centre

Priority 4: Improve connectivity within Bromsgrove (Digital and Transport)

4.1 Improve public transport links

Deliverable:

Ensure that Bromsgrove's public transport needs are integrated into Local Transport Plans

4.2 A38 – Programme of investment and development

Deliverable:

Work with WCC to identify long term strategy to tackling congestion along the A38 arterial route and infrastructure investment plan

Deliverable:

Work with WCC to prepare detailed business cases for improvements to key 'pinchpoints' along the A38 corridor; maximise external funding opportunities to fund essential upgrades to the network

4.3 Accelerate superfast broadband rollout

Deliverable:

Continue to work with Worcestershire County Council to rollout superfast broadband to 'high priority' employment areas

Deliverable:

Work with Digital Birmingham to increase uptake of the 'Broadband Voucher' scheme to qualifying SMEs in Bromsgrove

Measures:

- Number of Bromsgrove SMEs connecting to superfast broadband following a grant from the Broadband Voucher scheme
- *Transport measures - tbc*

Priority 5: Invest in our local workforce by supporting training and apprenticeships

5.1 Better promote the Apprenticeship offer to local SMEs

Deliverable: Organise a programme of local Apprenticeship events and fairs

Deliverable: Increase the number of local SMEs that access Apprenticeship grant support

5.2 Understand local business 'skills needs'

Deliverable:

Local Skills audit to identify skills needs and gaps in workforce skills

Deliverable: Work with Heart of Worcestershire College and training providers to create a 'demand led system' that matches provision to employer needs

5.3 Work experience and placement opportunities

Deliverable: Identify local employers willing to run open days aimed at young people to show them the range of career opportunities available in Bromsgrove

Measures:

- Number of businesses accessing Apprenticeships grant support
- Number of Apprenticeship promotional events and Jobs fairs held by WCC/NWEDR in Bromsgrove
- Completion of Local Skills audit / dissemination of local skills plan
- Number of work placement / experience opportunities created for young people and unemployed
- Number of students and businesses participating in the countywide 'Connecting Schools to Business' initiative